From: Tucker-Potter, Stacy
To: Rellen Hayes (rhayes@publishingconcepts.com)
Subject: FW: Data Verification for Truman State University Alumni
Date: Thursday, September 05, 2019 1:23:00 PM

Rellen,

This email came from our CIO who is requesting changes to the layout of the email to lend credibility to the project. Is it possible to make changes to what we have in place to increase the effectiveness of future communications?

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

This email (including any attachments) may contain confidential, proprietary and privileged information, and unauthorized disclosure or use is prohibited. If you have received this email in error, please notify sender.

From: Liss, Donna
Sent: Thursday, September 05, 2019 10:20 AM
To: Tucker-Potter, Stacy
Subject: FW: Data Verification for Truman State University Alumni

Stacy,

I am not sure if you're still working on this project, but I thought I'd let you know that I received an email thinking that the alumni directory project request for information is a scam. (I am sure that we probably have others too, this one was just reported to me.)

I don't know if all of the emails have been sent out already, but you might want to consider moving the link to the Truman site up to the top of the email, and specifically note that Truman is working with Publishing Concepts on this effort.

I understand that the email may have already gone out, but it there is going to be a reminder, you might consider making this adjustment at that time.

Thanks, Donna

From: Hamilton, Joe
Sent: Thursday, September 05, 2019 8:05 AM
To: Liss, Donna <dliss@truman.edu>
Subject: FW: Data Verification for Truman State University Alumni

Thought I would let you know I got the message below.

Joe

Joe Hamilton, MA, LPC
Assistant Director
University Counseling Services
McKinney Center
Truman State University
Kirksville, Missouri 63501
6607854014
hamilton@truman.edu
he/him/his
Please note: Due to the non-secure nature of e-mail, the confidentiality of such communications cannot be ensured. Please use discretion when sending information that is sensitive in nature. Also, please note that we do not maintain 24-hour access to e-mail.

From: Dr. Ernie T. Hughes, Truman State University [mailto:noreply@publishingconcepts.com]
Sent: Wednesday, September 04, 2019 3:51 PM
To: Hamilton, Joe <hamilton@truman.edu>
Subject: Data Verification for Truman State University Alumni

IMPORTANT: Verification of Truman State University alumni data is now needed.
Please Call 1-866-538-6627 within 7 Days.

Joe,

Truman State University recently launched a comprehensive alumni data verification project.

We've assembled the information currently listed in our alumni files and now **need your help** to confirm the accuracy of your data and fill in any information gaps.

Up-to-date alumni information will be critical in assembling our upcoming alumni directory, developing career placement guides to benefit our students and alumni, and determining our ranking in national evaluations. If we do not hear from you, we are planning to print what we have on file.

Please call 1-866-538-6627 (toll free) to take care of this important matter today.

Your prompt assistance is greatly appreciated. Please call the Truman State University Hotline at 1-866-538-6627 to verify your data today.

ID#: 8973462

1-866-538-6627

Hours of Operation:
Monday - Friday
7AM - 9PM (CT)

For more information about the project, go to https://www.truman.edu/alumni-donors/alumni-directory-project/.

Bulldog Forever!

Sincerely,

Dr. Ernie T. Hughes
Vice President for University Advancement

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Publishing Concepts, 4835 LBJ Freeway Suite 1100, Dallas, TX 75244
This email was sent on behalf of Truman State University by Publishing Concepts. We received your email address from Truman State University for use only in conjunction with the Truman State University Alumni Directory project.
Click here to view this email online.